

ABSTRACT OF THE DISCLOSURE

The system and method of the present invention provides access to interactive features of an electronic program guide by a user from within a broadcast advertisement. The method of the present invention comprises receiving the broadcast advertisement comprising
5 audio, video and promotional metadata over a broadcast distribution network. The received promotional metadata is analyzed to determine one or more valid electronic program guide features and present options on a display device corresponding to the one or more valid electronic program guide features. The user selects a presented option for execution.